ISSUE OF INTRODUCTION

VOL. I, NO. I

TOAD SPEAKS OUT

We are letting ourselves be heard in this and other issues of publication, what we are, what we stand for, and most important, who we are. We are not Student Anarchists (S.A.M.), or frogs, or any other fly by night group. We are an organization, and as the Board of Directors and Editors of this paper we take only the responsibility for what is contained herein. We deplore the use of our name by other groups for purposes not conductive to the orderly affairs of the business at hand. Until the next issue we remain the high command.

TOAD Central U.S.A.
23 Meridian Street
Melrose, Mass.

(in alphabetical order)

Dr. Annantuonio, Matthew P.
Dr. Callbeck, David B.
Dr. Card, Norman W.
Dr. Chagall (Stephen Bruce)
Dr. Doucette, Jan S.
Dr. Lecher (The Blessed Bruce D. Lanphere)
Dr. Vickery, Ronald C.
Dr. White, Ricard A.
Special Executive Consultant in charge of layout Toadess Linda Willis
Technical Advisor Thomas M. Burke

MASS WHAT ?

"Excuse me sir, would you mind answering a few questions for a collegiate newspaper?"

"Certainly not!"

"Certainly not you wouldn't mind or certainly not you won't answer the questions?"

"Young man what is the question you wish to ask?"

"Yes..uh...What do you know about Masscart?"

"Well I have always been of the mind that if you youngsters of the new generation didn't put so much emphasis on sex you wouldn't come down with these new...

"Uh... thank you sir, I believe that will be quite satisfactory."

"You sir, what do you....."

"I'm sorry, I never associate with the stranger members of our society."

"Excuse me madam, what do you know of Massachusetts College of Art." I though I would be more cautious this time.

"If it comes up on the next ballot I'm sure I'll vote on it."

I noticed a small girl with a thin stick protruding from her mouth. She was skipping toward me. It was ridiculous, of course, but in an effort to discover if anyone knew of our existence, I quietly, trying to be as gentle as possible, asked the question I had been asking for the greater part of a day....

"Little girl, have you ever heard of Massart?"

Whereupon she pulled the little stick from her mouth and struck with the round sticky green glob attached to the other end, now also attached to a lock of my hair.

To the people we will be work ing with when we have graduated, the students of this school are well known and held in high regard. But what of the taxpayer who, each year, gives part of his salary (a small part) for the support of this college. The truth is, and I am sure we have all experienced it at one time or another, that very few people have any idea of who we are and what we are accomplishing. The question is why?

In my opinion it is publicity, or rather the lack of it that keeps us on the list of unknowns. In light of this situation TOAD is making it one of its goals to see that Massart is discovered.

This is primarily for the students of this

college, but we hope to interest other groups of students from other little known schools to join in our efforts.

We are small so we have to make more noise to be heard over the roar of the larger colleges of Boston.

A simple college newspaper is not enough. It has to appeal to more than those directly associated with this college.

We ask your help. We need not only articles of current interest, sports, and news reviews, but would appreciate creative attempts such as short stories and novelettes. Faculties at our disposal make it possible for illustrations of such works to be reproduced. Interviews, by students, of prominent figures in areas of governmint, religion, scholastics, athletics, and others will also be greatly appreciated.

Any submissions to this paper may be made through the members of TOAD. The members will be labeled and easily discernable from the great mass of people occupying these brick walls.

Remember TOADal success of this unequaled project depends largely upon you.

Getting away from that mole hill

Matteo

On February 23, fourteen of Massart's lovliest paraded before four faculty judges and an impressive number of students. The three finalists pictured are from top:

Melody Johnson, proudly claimed by Freshman 2.

Pat Jennings, lovely representative of Sophomore 3.

Janice Hartwell, gracing the painting room of Junior 4.

The final selection will be made by the students in the forthcoming week, and the chosen Queen will be crowned March 25, at Massart's Spring Prom. The winner also has the opportunity to compete in the Miss Massachusetts Competition. The members of TOAD wish to congratulate the three finalists and wish them luck in the upcomming judging.

"WHAT THE HELL IS TOAD?"

In the year of Our Lord , nineteen-hundred and sixty four, there sat in a certain life drawing class of a certain state college, two "hot-shots", as it were. In a world sobered by the uncertainty of tomorrow; in a nation tumultuous with the intermixing strifes of many races and creeds; in a state riddled with political corruption; in a college of no tremendous fame or notoriety, this duo as it were, was not at all of the average student "cut". This pair of "jokers" were perhaps riding the crest of a huge ever increasing world of the masses, who were incessantly striving to put humor and laughter into an all too serious and straight-laced society.

This, of course, reads like a poor excerpt from something like "Two cats who soap-boxed the world into fun, games and general bliss", and with that in mind, let us jump down to Earth again. On Earth, and back in that classroom , this pair of "arch-clowns" struck upon what their particular institution lacked- an organization, club, fraternity, sorority or group - call it what you will. "Underneath it all, basically, we are all really toads - horn toads", said one . (For the clarification of the term horntoad - generally the term applies to a dirty, lecherous, totally unscrupulous individual - WHICH TOAD IS NOT! You may keep dirty, lecherous, but add scrupulous and more especially "fun minded" - harmless fun.) The name TOAD stuck in the mind of the other "founding father" and from these four letters , this literary genius constructed the TRUSTWORTHY ORGANIZATION of ADVANCED DEBAUCHERY, later shortened to THE ORGANIZATION ADVANCING DEBAUCHERY (more hot water! Debauchery in TOAD'S sense means a conversion, male or female, from sobriety, conformity, dullness, to a looseness and mirth the spectrum of which would take years to transcend.)
DA-DA! Holy wart! Witness the birth of TOAD!

Again you say "What the hell is TOAD?" TOAD is the paper you are reading , the person you are , it may be your friend or that nice old lady who used to give Ex-Lax to the kiddies on Hallowe'en. Toad is what we make it and making a TOAD is perhaps the best part of Toad. You read this as a member of one college, one small college. With your help, you may soon be a member of a TOAD frority(fraternity - sorority) spanning and inter-connecting many small colleges and schools yet to be "converted". You would feel sullen self-resentment if you had not joined a national organization when the chance was first yours.....

"WHAT THE HELL IS TOAD?" (CONT.)

To specifics:
-Our symbol and living matyr is, of course, THE TOAD(wart-type)
-Our national day is GROUNDHOG DAY, the start of the TOAD new year
-Our founding fathers are Dr. Lecher and Dr. Chagall(the lads in the 1964 classroom?)
-It is of esteemed honor indeed to be referred to by a head TOAD as "Dr."
-A female TOAD is a TOADESS(sometimes called a Chicquita)
-Good-bye(in TOAD talk is "toadaloo"!)
-The TOAD drink is a hot toadie
-When you are seated, it is on a TOADSTOOL
-"TOAD affairs" are "TOADAL successes
-A successful TOAD has"Toad the line"
-Dr. Dick Summer is a living matyr of TOAD
-more specifically:

"What can I "get" from being a TOAD????
Ans-The true benefits of:

1. TOAD "Wipe out" shows
   ....Remember the Dec. 3, HOOT?
2. TOAD dances and record hops,
   ....Featuring the unusual
3. TOAD PARTIES.....ah,...yes!
4. Official TOAD membership-cards, calendars(!), jewelry, clothing...
5. TOADESSES!.....sorry about that, chief!
6. The feeling that wherever you walk, whenever you eat, while you sleep,- THE GREAT WART OF TOAD IS PULSATING WITHIN YOU.....

Enough is enough -
Supreme TOAD Commander, Order of TOAD!
Dr. Lecher,

WHERE THE ACTION IS

CENSORED

Toadess of the month (what month?) is sweet petite Arlene, one of the more pleasant points of the school. A colorful girl found on the campus grounds is she. Her interests..... what can I say.. ..... Action is a member of the sophomore class at Massachusetts College of Art, where she pursues culture, esthetics, and other things. She hails from the southern branch of TOAD in Milton.

" TOAD ON THE AIRWAYS"

- From broadcast on WBZ Radio on the Dick Summer "Nite-Lite"Show on January 15,1966 at 1:30 A.M.,E.S.T.

"In cooperation with the ensuing celebration of Groundhog Day, TOAD Central, a Mass. Art caper, reminds you that only 25 shopping days are left until Groundhog Day!"....
"So remember that next time you are making hamburger ground the hog, right?"

-AND at 1:45 A.M.:
"We have two winners already..... Dr. Chagall of the southern branch of TOAD, really? At 21B. Washington St. in Quincy, won and he said he just finished operating at a local hospital is that right? Is he a real doctor? No kidding? Witch Doctor is he?....."
Another first for TOAD!

- Subsequent broadcast on WBZ, also on the Dick Summer Show, on January 21, 1966 at 1:24 A.M., E.S.T.

"Tommy Burke, and his TOAD trio, Dr. Lecher, "Tool" Callbeck, and Dr. Chagall, again remind you that only 9 days remain until Gruondhog Day. This Bulletin has been a public service of TOAD International..."
"Have you TOAD the line today?"

-Still more - On February 1,1966, at 11:55 P.M.
"On WBZ, this is Dick Summer with you. I think I should read now, the card that I got from TOAD, T-O-A-D 'Sincerest & heartfelt wishes for a merry Groundhog Day'. And inside it says,'Dear Dusty Dick, may seasonal blessings and eternal joy, that is the essence of Groundhog Day , unite with you and TOAD to bring forth a resounding hoo-ha! for the forces of fun. May all your Groundhog Days be merry and bright. Signed, Dr. Lecher, of the Order of TOAD.' Dr., I appreciate it very much, especially since you have made this hovel call today, to deliver this message from TOAD, letting me know that in just a few moments we are going to be experiencing Ground Hog Day when the little ground hog sticks his head up, looks around, sees a few people looking back and goes Yueah! and jumps back down into the hole because it's so much cozier down there."

THE CLOTHIER'S CLOSET

From head to toe, the young man about campus must reflect in his appearance that he is a T.O.A.D. of the highest caliber. His hat may be high silk for stepping out, or a Panama for casual wear; perhaps a Yamaka for riding his Honda.

The face of this dread creature is characterized by his mouth- always open, whether devouring a morsel of culinary delight, or spouting some absurd nonsense about Jean-Paul Satre's theories on existentialism. Regardless of all else, the essense of TOAD is to make the simplest occurence a monumental event , worthy of the TOAD Seal of Approval.

The clothes on this warted, blasted and eroded carcass are in the finest taste. His shirt is Button-down collar, of course, of Oxford material. His tie is a conservative Rooster. Some of the most distinctive sports jackets and suits are worn by the well-dressed TOAD; none of which would be complete without a vest.

Denims are fine for the back yard on Saturdays, but they do not belong on the campus of the well-dressed TOAD. This is also true of those infernal suede boots! And "Leaping horn-toads, Sandy!,"never should a TOAD be seen in sneakers!

His dark over-calf socks should be worn inside a traditional style shoe, or for those more daring, a pair of brown wing tips: shades of New York hippies!

We hope that this article will help in selecting and improving your wardrobe. If there are any questions, send them to TOAD Central, care of Fashion Editor and Consultant. Look for your answers in the next issue.

Dr. Lecher and friend

MASS ART ON THIN ICE

It is with deep regret that TOAD informs you of your having missed a hilarious and fun loaded evening at Ridge Arena on March 3. A long time feud between the Massart Junior Painters (female division) and the Massart Junior Ad. Designers (also of the female division) was battled to a "duél to the death." The already crazed ladies added a never-to-be-repeated chaotic evening much to the hysterical delight of the management of the Arena and the paltry handful of Massart spectators who loyally attended. Hats off to the good sports on the ice and to the people who still remember "school spirit."

REFLECTIONS OF A NEWSPAPER

"A school newspaper should reflect the daily life, interests, and inter-relationship between students, student groups, and their activities. It should not concentrate on the presentation of lecture type statements and material, since enough of this is carried on in the classroom. But above all the student paper should stimulate creative thinking. Perhaps the best way to achieve this objective is to see to it that the paper functions as an open forum available to all students for the free expression of ideas and opinions, both pro and con, concerning issues of current interest."

DR. AMIRIAN

"A succesful school paper or a club sponsored news sheet, whether it be serious or satirical, should be of the highest quality, in content and graphic reproduction. The quality of these reflects the calibur of the people who produce it, and the club, group, or organization it represents. The image of a company or institution is often judged by the printing matter it produces to reflect its name, service, or product.

"How about its duty to the reader?-- It should contain up-to-date information on local and national... yes....even international subjects and points of interest; valid historical reflections; humor; pictorial matter; places to go and see; entertainment available to its general readers. Summing up...the content of a paper should have information scanning all interests, so that anyone can find at least one thing that maintains his interest and induces continual subscription. The material should never be offensive or immoral....even the most delicate subjects can be handled in such a way, that it in no way offends."

MR. BURKE

TOAD MEMBERSHIP

We of TOAD would like to let you know that official membership cards are henceforth to be issued. These laminated "gems" will entitle the bearer to inumerable realms of TOADISM. As was previously mentioned in this publication, everything from reduced admission to future TOAD "hoots", hops, and happenings - to TOAD parties, TOADS, AND TOADESSES.....not to mention TOAD calendars, sweatshirts, jewelry, underwear? (if the school can do it so can we), plus-the amiable, you might even say, passionate, companionship that is the essence of TOAD. You may inquire from any of the previously mentioned (page two), TOADS as to the specific purchase, for a ridiculous price, of this omnipotent certificate. Or-if you love formality, write TOAD, 23 Meridian St., Melrose, Mass. 02176

IN OUR NEXT ISSUE

Material we hope you will submit, from facetious to sublime

An analysis of administrations-national to local

Classified photos and dirt about the subterranean chambers that are the nervous center of TOAD INTERNATIONAL

Another revealing article devoted to our second TOADESS foldout

Candid student interviews taken from tapes planted in various classrooms that we all know and love.

An interview with the head of the Boston Playboy Club

Interview with Boston Police on what causes, constitutes and results from a raid

The usual stock baloney combined with a counter-attack on all you sweeties who will put down our beloved first issue

'The world has held great Heroes,
As history-books have showed;
But never a name to go down to fame
Compared with that of Toad!

'The clever men at Oxford
Know all that there is to be knowed.
But they none of them know one half as much
As intelligent Mr. Toad!

'The animals sat in the Ark and cried,
Their tears in torrents flowed.
Who was it said, "There's land ahead"?
Encouraging Mr. Toad!

'The Army all saluted
As they marched along the road.
Was it the King? Or Kitchener?
No. It was Mr Toad!

'The Queen and her ladies-in-waiting
Sat at the window and sewed.
She cried, "Look! who's that handsome man?"
They answered, "Mr. Toad." '

Excerpt from The Wind In The Willows

by Kenneth Grahame
(a real TOAD)

DONE ANY SNIFFIN' LATELY

Pick up your pansies at the
Longwood Flower Shop.
Brookline and Longwood Ave.

THINK YOU'VE BEEN CLIPPED BEFORE

Try Classic Barbers
429 Brookline Avenue
for a real close shave.
Seriously, TOAD recommends
this cutting trio for all
your alterations.

Headwise anyway

ADS?

The TOAD Advertising Agency is now accepting ads for our future issues. If you don't advertise with us we will make our own ads which you will pay not to have printed. Like for instance:

Traditional Greek Cuisine may be sampled at George's joint. The Deli serves to please people with taste in their pockets. The specialty of the house is Pepto Bismol.

J.E. Ardens Company for some of the sweetest artists supplies in town. Five fingered discount is available. Charge accounts welcome.

The War Memorial Auditorium is now open for booking. The only requirements are that the exhibits be cluttered, confusing, and of no interest to the public.

Free parking is available in the spacious new school parking lot.

School of Practically Art is now registering for second semester's class for the flunkies who are interested.

As the best dressed man of the year I would like to thank my clothier, The Baron of Brookline Ave.

Michele J. Zolli, esq.

Our best wishes to the Senior class for success after graduation. Boy do they need it.

Membership cards are now available for the Ed Parker fan club. See official officers.

SPRING PROM

On March 25 at 8.00p.m. the Oval Room of the Sheraton Plaza Hotel will become the scene of Mass Art's Spring Prom. As in years past the Prom is one of Mass Arters' few chances to step out in formal attire. Dark suits or more formal wear are required and by dark suits we do not mean navy blue denim.

Tickets are free for those who have paid this years class dues. Guest tickets are a meagre $1.00.

Join us Friday March 25, for a most enjoyable evening and be looking for TOADS in tuxedos

WOULD YOU BELIEVE THE COLONIAL?

The lunch counter at the Longwood Pharmacy is under new management now. Witness a change for the much better in food and service. Soon to be introduced will be a new "Food Ticket" system whereby an individual who budgets his money may pay $5.00 for a meal ticket worth $5.50 of food. The result is a saving monetarily, plus the elimination of that frustrating act of discovering two pennies in your pocket after you have just devoured $1.35 worth of grub. TOAD says, "For health reasons alone, eat at the Longwood Pharmacy Lunch Counter".

LET SAM TAKE YOU TO THE CLEANERS

After those wild parties, what better way to neaten up than to take your dirty jeans and sneakers to Samarc Cleaners to remove those alcohol, pizza and blood stains. Seriously, for superb clothing cleansing Sam is the man to see. Besides he is carrying on a one man ad campaign for our school and to top it all off, he is a real TOAD. (Clean TOAD?)